



City of Arts & Innovation

Fit, Fresh and Fun Forum - MINUTES

Monday, August 19, 2013

3:00 pm – 5:00 pm

City Hall- Mayor's Ceremonial Room

3900 MAIN STREET, RIVERSIDE, CA 92522

MAYOR'S OFFICE (951) 826-5551

Attendees: Mayor Baily, Maureen Kane, Josephine Erickson, Councilmember Melendrez, Steve Irigoyen, Kandi DeCarlo, Jane Burkheimer, Christal Pennington, Rochelle Bunyanasarn, Mylene Daniels, Stephanie Smith, Veronica Guerrero, Monique Stensrud, Cameron Moreland, Amanda Moreland, Emilio Ramirez, April MacLean, Matt Friedlander, Grizelda Reed, Robin Allen, Karla Adams, Susan Harris, Cindy Peterson, Gayle Hoxter, Jerry Rowland, Justin Newsom, Ken Hennessy, Terri Willoughby, Chuck Sands, Rhonda Strout, Jessica Borek, Stefani Plummer, Sammie Luna Farias, Karen Roberts, Margaret Barth, Keith Butler, Danyte Mockus, Adrianna Madril, Ralph Nunez, Howard Walters, Lorna Jenkins, Aaron Moffett, Shannon Estrada

1. Meeting called to order at 3:01pm by Mayor Bailey. Mayor gave the group time to read through the minutes from May 20, 2013. One amendment was adding the date of October 12th to the Karla Adams Health Fair. Motion to approve by Councilmember Melendrez. 2nd by Josephine Erickson.
2. Mayor Bailey gave updates on some “fun” things to do in the City of Riverside.
 - Fireball Run - giving attention to the missing children in our country. Mayor Bailey and a chamber board member will be participating in this event with the race ending in Riverside, giving a lot of attention to our city. Join us at the finish line on Saturday, September 28th from 12pm-4pm where there will be lots of family-friendly activities happening downtown.
 - Long Nights of Art & Innovation – Celebration of the arts and artists, science and scientists. This is the 2nd annual event and was brought to Riverside from our sister city in Erlangen Germany. It will showcase the best talents in the city. If you would like more information or space to present, please contact our office at (951) 826-5551.
 - Mayor's Celebration – Fundraiser for ALL things arts and innovative. We will turn the FOX Entertainment Plaza into a celebration
 - Walk with the Mayor – Saturday, August 24th @ 8am. Meet at the Fresh and Easy Neighborhood Market.
3. Karen Roberts – Kaiser Permanente – Sub-committee chair for Healthy Youth Programs
 - She will have a better update at our next forum. Next steps will be meeting with Officer Reddick and the Riverside Youth Council to see how they can partner on this goal.
4. Rhonda Strout and Mylene Daniels – City of Riverside – Sub-committee chair for Workplace Wellness
 - The Work Right tab on the www.fitfreshfunriverside.com website is up and running. Some categories under that tab include: articles, resources, awards & registration, nutrition, recognition page & business interest.
 - With the economy in recent years employers are struggling to find creative ways to improve work place wellness without spending any or a minimal amount of money. We would like to share the City of Riverside's model with large employers. Have a business forum to introduce the models. Some results from the City of Riverside have been a reduction in our premiums. For the past two years, we saw a 3% return on our life insurance due to under-utilization; meaning people are living longer. Employees are using less sick time.

- Other programs have included the stairwell card reader program where we offer monthly rewards to the highest utilization. They are currently looking to take the 4th floor veranda as a walking track by adding mile markers, signage. They will start the annual ‘Maintain, No Gain’ challenge rewarding employees who gain no more than 2 pounds between Thanksgiving and the new year. Also, the city will embark on the Get Fit Challenge again in January.

5. Stephanie Smith – Riverside Community Health Foundation – Sub-Committee Chair for the Citywide campaign to reduced overall obesity rates - Start RIGHT challenge

- Will be a part of the Riverside Neighborhood Conference. Want to engage the public in a Nutrition/Health track which would include 3-4 workshops that day.
- Start RIGHT will have a table as well to gear up for the challenge which will take place at Hunt Park and Renck Community Center.
- The Start RIGHT campaign will begin in 2014 with a kick-off health fair taking place on Saturday, January 25, 2014 at Hunt Park and Renck Community Center. The RCHF will spearhead efforts to provide opportunity for residents to engage in healthy education/nutrition for FREE. They will access to many services throughout the city and given the tools necessary to get started on a healthy lifestyle. They will provide initial health screenings and use the computer at the facility to actually enroll the participants on the spot. There will be a tracking mechanism on the website for each participant to track their progress and perhaps create a friendly competition between the various neighborhoods. They are still looking for a BIG celebrity speaker to attend this event including NBC’s Biggest Losers Trainers Jillian Michaels, Bob Harper or Dolvett. There will be a child component to track ‘activity’ versus weight loss. Will also involve AUSD and RUSD in the efforts. May even include a field trip to the grocery stores followed by a cooking demonstration.
 - Mayor Bailey asked what the sub-committee needed from the forum. Those who can help were encouraged to pass Stephanie their business card.
 - Businesses, Universities or schools to host an education opportunity, program.
 - Help to spread the word and direct people to the website

6. Ralph Nunez – City of Riverside – Community Gardens

- Ralph applauds all the efforts of the Wood Street Green Team on our newest community garden. They state 30 people have reserved one of the 50 plots at the new Tequesquite Community Garden at Ryan Bonaminio Park. This is the first garden on park land. First orientation will be on August 29th and will include installing drip lines to the plots. The walk path goes right past the gate which gives the garden a lot of visibility. They are working on storage area for supplies.
- Reminders about the continued work at the Eastside/Emerson garden, as well as the Arlanza garden and UCR.
- Garden information on : www.mygreenriverside.com, www.woodstreetsgreenteam.org

7. Emilio Ramirez – City of Riverside – Farmer’s Markets

- Want to streamline process to expand and coordinate with famers and markets in the greenbelt and school districts
- Applying for a food desert grant for the Heal Zone. Need funding for a community garden at Patterson Park and a Farmer’s Market within a building off Chicago/Linden
- Councilmember Melendrez mentioned the County is working on Food truck ordinances – need to expand the definition to include Mobile markets to take food trucks to food deserts

8. April McLean – Room to Dance

- Started as traditional dance/fitness studio. 2nd studio to include world & cultural dance. Initially, they wanted to keep dancers here in the IE versus them going into LA. Discovered this second studio is actually bringing back former dancers who are looking to get back into dance. Studio looking to expand, but wanted first to understand what the City wanted and needed, including: Mayor's Celebration, Daytime program during lunch, focus on state/county/city employees, home school students, excursions, RUSD students to address body image concerns and special needs children.
- Starting in 2014 looking to combine world to dance and room to dance and create a dance night in the downtown area

9. Public Comment and Announcements – ALL

- Veronica Gurrero, AUSD (on behalf of Pamela Lambert) - June 4th in-service for Scratch Cooking with 18-20 pop-up kitchens to showcase some cooking classes. September event to provide free jumping, fitness classes and farmer's market at the Sky Zone.
- Councilmember Andy Melendrez, Ward 2 – Excited about the new medical school at UCR. Heal Zone kick-off will focus on broadening policy on food trucks and encourage businesses to bring in healthier foods to the area.
- Jessica Borek – ABA consultant for Pepsi-Co who has a warehouse here in Riverside. They are ramping up their community involvement to promote health & engagement with its healthy beverage products.
- Matt Friedlander, United Way – Focusing on health and education surrounding “Covered CA”—California's plan to address the Affordable Health Care Act. They are 1 of 14 United Ways who received grant funding to educate the public/individual about Covered CA.
- Karla Adams – Focusing on lifestyle development. Health Fair on October 12th. Third year for “It's a Lifestyle Challenge”
- Stephanie Smith, Riverside Community Health Foundation – lots of work in the Heal Zone, will host a resident engagement forum on October 20th and 21st.
- Gayle Hoxter, Riverside County Department of Public Health (Riv County DOPH) –
 - Representing Healthy Living, Active Living – Eat Wise and Exercise
 - Stayed tuned for upcoming programs in the community for Champions for Change, Network for a Healthy CA.
 - Department of Public Health and Department of Social Services filmed videos with Cal Fresh foods, along with RUSD's chef highlighting these videos in the Eastside. One with kids focusing on shopping in a grocery store and one with seniors
 - Riverside County Ag Trail on the internet to see all the farm stands and farmer's markets in Riverside County. EBT machines available and WIC dollars can be used at these places.
 - City of Riverside - WIC services – pregnant women, breast-feeding women and children less than 5 years – only \$62 for every participant. Trying to reach these families in time of need. Pacific Groceries. “Tell-A-Friend” campaign. There is a WIC at work program they are working on as well.
 - Want to make Riverside County to be “Baby Friendly”

- Monique, AHA - continue to focus effort on education to decrease deaths caused by heart disease and strokes. Fundraiser on Sept 21st, IE heart and stroke walk. ieheartwalk.org. Working with companies like the City of Riverside to recognize and encourage them to be Heart Healthy.
- Cindy Peterson, UCCE Master Gardner program – coordinate and support community gardens, school gardens, host speaker bureaus about gardening and healthy living. Let us know if you need a mentor in starting a community garden.
- Rochelle – Black Shear Fitness, Advertising tech team interns – Proposing a BFit Publication project. Scan code while in a line at a store to access you-tube interviews highlighting personal stories to inspire those to lead healthier lifestyles through personal testimonies.
- Cameron and Amanda, FIT One Foundation – help those who cannot readily afford fitness classes in Riverside. Fundraising efforts and outreach to schools, churches and community organizations to encourage participation in fitness classes at reduced or free of charge. Successful 1st Riverside Urban Challenge – 6 mile scavenger hunt in downtown. Spoke to Poly High School & at the Sports Clinic about concussion management. Connecting with Dr. Chuck Sand and CBU's Allied Health.
- Dr. Chuck Sands, CBU, Dean of College of Allied Health- Distinguish Speakers Series 6x a year. Raise level of conversation with our students by bringing in speakers. Mayor Bailey will be there February 10th. Want to engage the community in the events as well.
- Stefani Plumber, CBU Director of new Recreation Center. Starting Lancer Wellness – All-encompassing wellness education for students and staff. Launching Workplace Wellness program as well and spring health fair.
- Dr. Barth, CBU Program director for Nutrition & Food Science. Some initiatives include working with Sherman Indian HS students, RUSD, having a Pediatric Obesity clinic, incorporating food stands, lab grand opening, and healthy boot camp cooking classes.
- Adrianna Madril, Junior League of Riverside (JLR), FIT days, free zumba classes. Starts again October 5th for 6 weeks at 10:30am on Saturdays at Bobby Bonds Park. They have 3 sessions, one each in Fall, Winter and Spring.
- Robin, Necessary Nutrition Academy – Been here for 5 years, Nutritional counseling, classroom downtown-meet at the Chambers, but hope to be in a new facility in the new year. Many nutritional classes. They also offer free lunch and learn at your business.
- Sami, City of Riverside employee and also represents a group of volunteers on a mission to educate GMO. Since the labeling GMO initiative with Prop 39 didn't pass, they want to educate the public themselves. Their group meets monthly and you can be informed via a monthly email list.
- Keith Butler, American Diabetes Association (ADA) – Board member and walk chair for the ADA. November 16th walk at Castle Park with a health fair afterwards
- Krystal Pennington and her kids – Citrus Heritage Run on January 11th, member of Riverside Road Runners, Grove Movers-Team World Vision raising money to provide clean water for kids in Uganda. Fundraising will be by participating in the ½ marathon with the Citrus Heritage Run in January and the LA Marathon in March. Team leader is Wes Kriesel.
- Susan Harris, Tequesquite Community Garden. Cindy, Jane and Susan
 - Inland Empire Racewalkers (IE Racewalkers) – August 24th Walk with the Mayor in Orangecrest, October 19th Walk with the Mayor at RCC and Neighborhood Conference.
 - Track and Filed Judge at the Endeavor Games, National Disability championship. Let her know if you are interested in brining similar programs here in Southern California

- Steve and Monique, AHA – advocate and survivor having suffered from 7 heart attacks, mild strokes and 20 stints. Wants to teach the world to eat better.
- Lorna Jenkins, My Learning Studio – Summer Camps including healthy eating camps and a Back to School Fair in the Woodcrest Plaza on September 7th from 10am-3pm. Will be raffling off 1 month of free tutoring.
- Shannon from San Bernardino, DisAblity Sports Festival - 27 sporting events, coaches have disabilities too, disabilitysportsfestival.org
- Kandi DeCarlo – Riverside Bike Club (RBC) member and triathlete. Promoting the Citrus Classic Bike Ride on October 13th and the Riverside Triathlon through the Police Foundation on Oct 20th. Both can be found on Active.com
- Terri, Riverside Road Runners – meet at Arlington Heights on Sundays at 6:30am and Tuesdays

10. Next meeting scheduled for November 18th at 3pm in the MCR

11. Meeting adjourned at 5:00 pm and room made available for continued conversations amongst the attendees.